



COUNTY OF LOS ANGELES  
DEPARTMENT OF PARKS AND RECREATION  
*"Parks Make Life Better!"*

John Wicker, Director

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September 06, 2016

The Honorable Board of Supervisors  
County of Los Angeles  
383 Kenneth Hahn Hall of Administration  
500 West Temple Street  
Los Angeles, California 90012

Dear Supervisors:

**SAFE, CLEAN NEIGHBORHOOD PARKS AND BEACHES MEASURE OF 2016  
APPROVE APPROPRIATION ADJUSTMENT FOR  
THE COUNTYWIDE INFORMATION AND EDUCATION OUTREACH PROGRAM  
(ALL SUPERVISORIAL DISTRICTS) (3 VOTES)**

**SUBJECT**

Approval of the recommended actions will find the Countywide Information and Education Outreach Program exempt from the California Environmental Quality Act and approve an appropriation adjustment for costs associated with the Outreach Program.

**IT IS RECOMMENDED THAT THE BOARD:**

1. Find the Countywide Information and Education Outreach Program categorically exempt from the California Environmental Quality Act for the reasons stated herein and the reasons reflected in the records of the program.
2. Approve an appropriation adjustment in the amount of \$200,000 for costs associated with the ongoing Countywide Information and Education Outreach Program for the Safe, Clean Neighborhood Parks and Beaches Measure of 2016.

**PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION**

Approval of the recommended actions will approve an appropriation adjustment that will allow the Department of Parks and Recreation (Department) to continue the Countywide Information and Education Outreach Program (Outreach Program) for the Safe, Clean Neighborhood Parks and Beaches Measure of 2016 (2016 Parks Measure).

On July 5, 2016, the Board approved placement of the 2016 Parks Measure onto the November 8, 2016 (Election Day) ballot. The ongoing Outreach Program, as authorized by a Board Motion approved on August 11, 2016, is necessary to effectively disseminate factual information on the identified needs and opportunities in the 2016 Countywide Comprehensive Parks and Recreation Needs Assessment (2016 Needs Assessment) and provide education on the specifics of the 2016 Parks Measure in advance of voting on Election Day.

Upon the Board's approval, the Department will request the Chief Executive Officer, under her delegated authority, to amend the existing agreement with TBWB Strategies (TBWB) to conduct the Outreach Program on behalf of the Department. Under an existing delegated authority agreement, TBWB currently provides overall coordination of the Outreach Program, from planning and development of educational messaging to implementation of programmatic roll-out, including but not limited to management of various sub-consultants.

### **Implementation of Strategic Plan Goals**

The proposed recommendations further the Board-approved County Strategic Plan Goals of Operational Effectiveness/Fiscal Sustainability (Goal 1) and Community Support and Responsiveness (Goal 2) by providing existing budgeted funds to continue information and education efforts on a Countywide measure to be considered by voters on the November 8, 2016 ballot.

### **FISCAL IMPACT/FINANCING**

The estimated cost to continue the Outreach Program is \$900,000. Of this amount, \$450,000 will be funded in the Los Angeles County Regional Park and Open Space District's (RPOSD) Fiscal Year (FY) 2016-17 Budget using RPOSD Administration Funds. The remaining \$450,000 will be funded in the Department's FY 2016-17 Operating Budget using \$250,000 of available funds and an additional \$200,000 from the Chief Executive Office's (CEO) Provisional Financing Uses Budget, which will be available to the Department upon the Board's approval of the appropriation adjustment. The \$250,000 of available funds in the Department's Operating Budget is residual funding from the \$3,500,000 that the Board allocated to the Department for the Parks Needs Assessment Project.

#### **Operating Budget Impact**

The recommended actions will provide sufficient appropriation in the Department's FY 2016-17 Operating Budget for the Department's share of the costs associated with the ongoing Outreach Program.

### **FACTS AND PROVISIONS/LEGAL REQUIREMENTS**

On August 11, 2015, the Board, acting as RPOSD's governing body, approved a motion instructing development of the 2016 Parks Measure and corresponding Outreach Program with \$2,000,000 from RPOSD's Administration Fund. The \$450,000 remaining from the previously approved \$2,000,000 allocation will be utilized to continue the Outreach Program.

The recommended actions have been reviewed and approved by County Counsel as to form.

### **ENVIRONMENTAL DOCUMENTATION**

The Outreach Program is categorically exempt from CEQA. The program, which consists of dissemination of factual information on the identified needs and opportunities in the 2016 Needs Assessment and provision of education on the specifics of the 2016 Parks Measure, is within certain classes of projects that have been determined not to have a significant effect on the environment in that it meets the criteria set forth in Section 15322 (a) of the State CEQA Guidelines, and Class 22 (a) of the County's Environmental Document Reporting Procedures and Guidelines, Appendix G, because the program consists of adoption of educational or training programs which involve no physical alteration in the affected area.

### **CONTRACTING PROCESS**

The ongoing Outreach Program is provided under a delegated authority agreement of the CEO, which will be amended upon the Board's approval of the recommended actions.

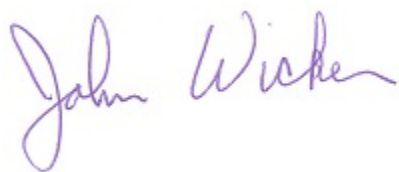
### **IMPACT ON CURRENT SERVICES (OR PROJECTS)**

Ongoing efforts to disseminate factual information fulfill the County's responsibility to educate voters on a measure it has placed onto the November 8, 2016 ballot.

### **CONCLUSION**

Please instruct the Executive Officer-Clerk of the Board to return one adopted copy of this action each to the Chief Executive Office, and one to the Department of Parks and Recreation.

Respectfully submitted,



JOHN WICKER

Director

JW:JB:wro

Enclosures

c: Chief Executive Officer  
County Counsel  
Executive Officer, Board of Supervisors

**ATTACHMENT I**

**DEPARTMENT OF PARKS AND RECREATION:  
SAFE, CLEAN NEIGHBORHOOD PARKS AND BEACHES MEASURE OF 2016  
COUNTYWIDE INFORMATION AND EDUCATION OUTREACH PROGRAM**

**APPROPRIATION ADJUSTMENT**

**(SEE ATTACHED)**



September 06, 2016

DEPT NO: 0600

COUNTY OF LOS ANGELES

**REQUEST FOR APPROPRIATION ADJUSTMENT**

DEPARTMENT OF PARKS AND RECREATION

**AUDITOR-CONTROLLER:**

THE FOLLOWING APPROPRIATION ADJUSTMENT IS DEEMED NECESSARY BY THIS DEPARTMENT. PLEASE CONFIRM THE ACCOUNTING ENTRIES AND AVAILABLE BALANCES AND FORWARD TO THE CHIEF EXECUTIVE OFFICER FOR HIS RECOMMENDATION OR ACTION.

**ADJUSTMENT REQUESTED AND REASONS THEREFOR****FY 2016-17****3 - VOTES****SOURCES****USES****PFU-VARIOUS**

A01-CB-2000-13749-13760

SERVICES &amp; SUPPLIES

**DECREASE APPROPRIATION****200,000****PARKS AND RECREATION**

A01-PK-2000-27640

SERVICES &amp; SUPPLIES

**INCREASE APPROPRIATION****200,000****SOURCES TOTAL****\$ 200,000****USES TOTAL****\$ 200,000****JUSTIFICATION**

Reflects a transfer of \$200,000 from Provisional Financing Uses Budget to the Department Parks and Recreation to fund the Countywide Information and Education Outreach Program for the Safe, Clean Neighborhood Parks and Beaches Measure of 2016 (2016 Parks Measure).

**AUTHORIZED SIGNATURE**

MALOU RUBIO, DEPTL FINANCE MANAGER II

BOARD OF SUPERVISOR'S APPROVAL (AS REQUESTED/REVISED)

REFERRED TO THE CHIEF  
EXECUTIVE OFFICER FOR---☐ ACTION☒ RECOMMENDATION

AUDITOR-CONTROLLER

BY

*Lantern*

DATE

*August 17, 2016*☒ APPROVED AS REQUESTED☐ APPROVED AS REVISED

CHIEF EXECUTIVE OFFICER

BY

*Matthew McJ...*

DATE

*8/17/16*B.A. NO. *020*

SEND 3 COPIES TO THE AUDITOR-CONTROLLER